

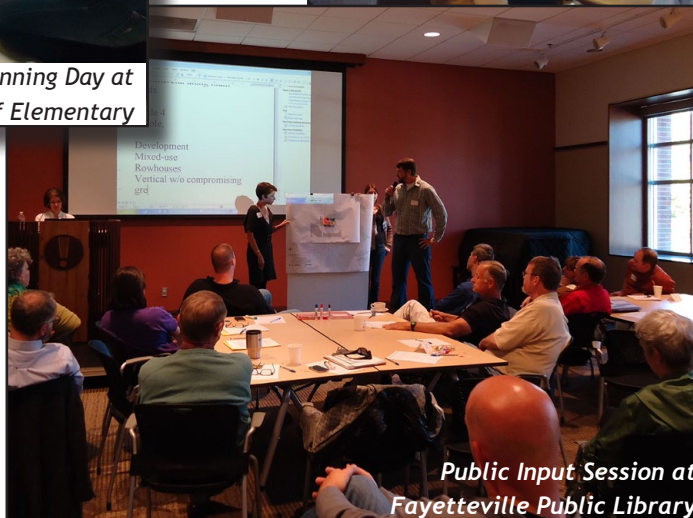
# 9 Planning Process



World Town Planning Day at  
Vandergriff Elementary



Public Input Session at  
Bank of Fayetteville



Public Input Session at  
Fayetteville Public Library



## City Plan 2030 Planning Process

The City Plan 2030 update began in early 2010 with the formation of a project team that included staff from Planning, Geographic Information Systems, Parks and Recreation, Engineering, Strategic Planning, Community Services and Fire. Jesse Fulcher, Associate Planner, served as the project manager and led the cross-divisional team to identify City Plan 2025's successes and areas for improvement and identify performance measures that could be utilized in the future to measure progress.

### RESEARCH AND ANALYSIS

The project team reviewed data over the past five years including the percentage of residential and non-residential development that was approved within and outside the core of the city, the number of dwelling units constructed within ¼-mile of a trail, park acreage and sidewalk footage added to the city, acres rezoned from Residential Agriculture to Residential Four Units Per Acre, and approval and denial rates of traditional neighborhood development by the City Council.

A review of the data resulted in several findings.

#### Strengths:

- The City consistently added trail segments that put approximately 100 new or existing dwelling units within a quarter mile of the trail network.
- The City Council rezoned approximately 650 acres to a form-based zoning district as a result of two neighborhood master plans
- Rezoning of rural land to low-density residential development declined significantly after 2006
- While infill development proposals generated greater controversy in the community, they were all approved within three readings by City Council.
- The City consistently added sidewalks and trails to create a continuous network for pedestrians

#### Areas for Improvement:

- A significant number of development projects where staff, and in some cases the Planning Commission, recommended denial of a project based on its failure to comply with the tenets of City Plan 2025 were approved by City Council with minimal discussion.
- The percentage of development in the core of the City (6%) remained relatively unchanged after 2006.
- The City annexed thousands of acres into the City between 2006 and 2010.



Performance Measures 2030								
		2004	2005	2006	2007	2008	2009	2010
<b>Single-Family/Two-Family Construction</b>	Total # of units	689	718	683	652	504	338	291
	Total # of units within infill boundary	165	36	59	48	43	29	29
	% of units within infill boundary	24%	5%	9%	4%	9%	9%	10%
	Units within 1/4 mile of trail today	167	158	166	265	103	63	31
	% of units within 1/4 mile of trail today	24%	22%	24%	41%	20%	19%	11%
<b>Multi-Family Construction</b>	Total # of Units	734	297	382	506	267	800	406
	Total # of units within infill boundary	333	230	269	382	79	344	34
	% of units within infill boundary	45%	77%	70%	75%	30%	43%	8%
	Units within 1/4 mile of trail today	303	203	87	176	9	296	310
	% of units within 1/4 mile of trail today	41%	68%	23%	35%	3%	37%	76%
<b>Nonresidential Construction</b>	Total square feet	347,486	216,609	422,467	748,132	1,067,953	890,032	?
	Total square feet within infill boundary	28,338	39,818	82,816	41,994	500,533	268,324	?
	% of square feet within infill boundary	8%	18%	20%	6%	47%	30%	?
	Square feet within 1/4 mile of trail today	76,174	89,732	195,951	482,139	395,224	618,747	?
	% of square Feet within 1/4 of trail today	22%	41%	46%	64%	37%	70%	?
<b>Form-based rezonings (Acres)</b>		<b>N/A</b>	<b>N/A</b>	<b>345</b>	<b>1</b>	<b>303</b>	<b>12</b>	<b>6.11</b>
<b>R-A rezonings to low density (Acres)</b>		<b>578</b>	<b>269</b>	<b>529</b>	<b>5</b>	<b>64</b>	<b>0</b>	<b>0</b>
<b>Trail construction (Miles)</b>		<b>N/A</b>	<b>0.3</b>	<b>3.4</b>	<b>2.7</b>	<b>3.6</b>	<b>2.8</b>	<b>1.01</b>
<b>Sidewalk construction (Feet)</b>		<b>17,459</b>	<b>20,008</b>	<b>17,435</b>	<b>15,088</b>	<b>9,933</b>	<b>11,090</b>	<b>5,519</b>
<b>Annexations (Acres)</b>		<b>1945</b>	<b>1023</b>	<b>2055</b>	<b>348</b>	<b>924</b>	<b>39</b>	<b>0</b>

The project team hosted a staff input session in March 2010 that included approximately 50 staff members from all divisions that participate or are affected by the development review process. Karen Minkel, Strategic Planning and Internal Consulting Director, gave a presentation on the goals of City Plan 2025 and then staff members worked in small groups to identify inconsistencies between City Plan and other codes and ordinances and suggest changes for City Plan 2030.





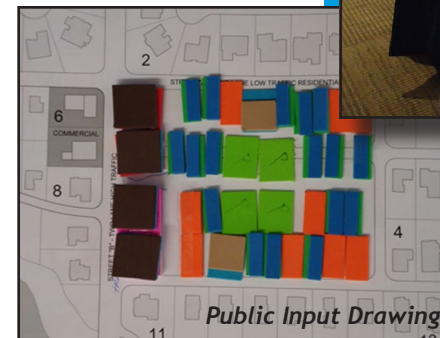
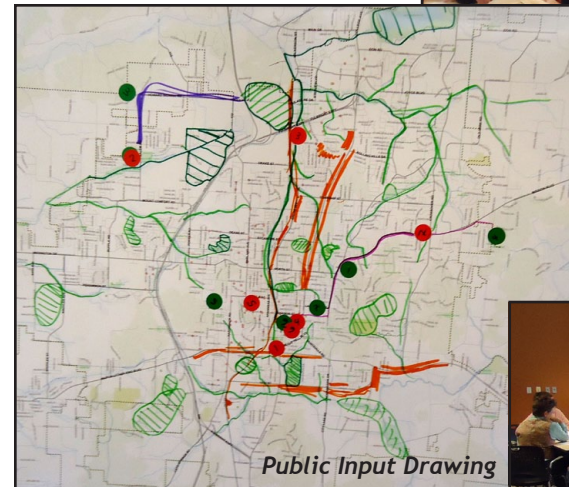
Strategic Planning staff also solicited input from the Planning Commission and City Council in September 2010, asking members to identify the success stories and areas for improvement. The project team utilized this initial input and analysis to develop the areas of focus for the public input process. City staff spread the word about City Plan 2030 by creating a public service announcement that aired on the government channel and other local stations, placing ads in the local newspaper and *Fayetteville Flyer*, conducting an interview for a local public radio station, distributing flyers at First Thursday events, and ensuring that email invitations were sent multiple times to the Chamber of Commerce membership, Fayetteville Council of Neighborhoods, Fayetteville Forward groups and previous participants in City Plan 2025 and neighborhood master plan charettes.

## PUBLIC INPUT

Two public input sessions were held in October 2010 and one was hosted live on the internet in a webinar format, so that stakeholders could participate from an alternative location if they couldn't be present. The first session was held at the Bank of Fayetteville on the Square on October 7, 2010, and the second was held at the Fayetteville Public Library on October 15, 2010, where the presentation component was also broadcast as a webinar. At each session, participants gathered around base maps of the city and worked in small groups. A member of the project team was placed at each table to serve as a facilitator and guide the participants through a series of planning exercises.

Karen Minkel led the participants through a “food for thought” presentation that reviewed the goals of City Plan 2025 and then posed three key questions: 1) What should an enduring green network look like?; 2) Where should development be incentivized?; and 3) How would you design a new development within your own existing neighborhood and how would you deal with neighbors' concerns? Participants worked to answer these three key questions and reach a consensus in approximately 40-50 minutes.

A participant from each table then served as a spokesperson and shared the group's conclusion with the large group. A total of 12 table groups with 8-10



stakeholders participated in the exercise.

Strategic Planning staff also conducted an online survey from October 15 through November 15 that asked the questions posed at the public input sessions. The site included the presentation from the input sessions, and survey respondents were encouraged to view the presentation before completing the survey. Sixty-seven stakeholders completed the online survey.

In addition to the public sessions and online survey, staff held technical meetings with stakeholder groups to address specific topics. These meetings took place during the months of October and November and included the Fayetteville Chamber of Commerce, Fayetteville Public School Superintendent Vicki Thomas, the University of Arkansas Campus Planning staff and a session focused on attainable housing that included representatives from the Northwest Arkansas Housing Coalition, Partners for Better Housing, Fayetteville Housing Authority and local developers and architects.

Of the many ideas that emerged from the exercise and online survey, some of the most widely shared “big ideas” were:

- an Enduring Green Network should link natural areas and prohibit motorized vehicles
- development should be incentivized along corridors and nodes, particularly College Avenue
- infill development creates concerns mainly about traffic increases and potential for rental property
- mass transit must be promoted

## UPDATING THE PLAN

After documenting and reviewing the input from staff, elected officials, members of the public and technical groups, the project team worked to assemble a new framework that keeps intact the original goals and identified concrete action steps that will advance the goals over the next five years. The project team then applied City Plan 2030’s principles to the Future Land Use Map and Master Street Plan, updating them based on the feedback received during the public input process. These drafts were reviewed during several work sessions with the Planning Commission to solicit additional critiques and then presented at a Community Presentation on February 24. City Plan 2030 and the Future Land Use Map were adopted by the City Council on July 5, 2011.

green	walkable	comfort
healthy	neighborhoody	efficient
welcoming	compact	fun
community	entrepreneurial	thriving for all
fabulous	hub	inspired
unique	eclectic	conscious
progressive	innovative	forward thinking
vibrant	contraversial	busy
urbane	smart	international
accessible	home	friendly
livable	egalitarian	comfortable

*Citizens’ words for Fayetteville in 2030*

